

MEDIA RELEASE

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**SLR PRODUCTIONS & TAFFY ENTERTAINMENT
TO LAUNCH ANIMATED ROCKET SERIES AT MIPCOM**

Suzanne Ryan of SLR Productions and Bill Schultz of MYP/Taffy Entertainment will unveil the trailer for their ground-breaking new animated children's series '*I Got a Rocket!*' at MIPCOM Junior this October. Set in a graphic urban environment '*I Got a Rocket!*' is a fresh, fun animated series aimed at 6-11 year-olds that will appeal to cartoon-lovers of all ages.

'*I Got a Rocket!*' is based on the popular Australian picture book of the same name by Matt Zurbo and Dean Gorrissen and follows the out-of-this-world adventures of 12-year-old Vinnie and his friends the July Gang. When Vinnie's dad gives him the ultimate birthday present - a cool outer-space rocket with artificial intelligence - his life becomes a lot more exciting, and a lot more complicated!

'*I Got a Rocket!*' is an Australian - UK co-production between Sydney-based SLR Productions and Taffy Entertainment's UK unit. Korean animation studio Sunwoo Entertainment (*Lilo and Stitch*, *All Growned Up*) is Taffy's co-production partner for the series and the Australian studio is Funnyazhell Animation.

SLR Principal Suzanne Ryan said "The talent and experience of those involved in this project is phenomenal. It's exciting to be bringing Matt Zurbo and Dean Gorrissen's wonderful world to life with practitioners of the calibre of Bill Schultz (Taffy Entertainment) and Glenn Kirkpatrick (FunnyAzHell), and the fantastic animation talents of Sunwoo Entertainment. I'm delighted to be presenting the trailer for this fantastic new series at MIPCOM."

MYP/Taffy Entertainment's Bill Schultz, Emmy award-winning producer of *The Simpsons*, said "Suzanne Ryan (of SLR) has such a great eye for material and talent. She is the perfect partner for such a creative and ground-breaking project. Glenn Kirkpatrick is also a world class animator and after working with him for so many years at Film Roman on *King of the Hill* - and now more recently *ToddWorld* - I am thrilled to be involved with him and his studio (Funnyazhell Animation) on our next big project. Rocket is sure to be a hit..."

Director Glenn Kirkpatrick (*Rugrats*, *King of the Hill*) said "I'm very excited about *Rocket!* I think it's a unique and energetic new project. Myself and everyone at Funnyazhell Animation are really looking forward to it and to the opportunity of working with MYP productions again and SLR/Taffy."

The Trailer for '*I Got a Rocket!*' will be showcased in the MIPCOM Junior Buyer Screenings, the Australian Film Commission Stand #04.36 and at the Taffy Entertainment Stand #R34.14 during MIPCOM in Cannes this October.

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ABOUT SLR

SLR is based in Sydney, Australia, and is a boutique animation company specialising in the creative development and production of high-quality children's entertainment programmes. SLR is owned and operated by Executive Producer/Producer Suzanne Ryan and is a joint venture company with South Pacific Pictures, makers of *Whale Rider* and New Zealand's most prolific producer of film and television drama.

ABOUT TAFFY ENTERTAINMENT AND MYP

Taffy Entertainment, a new business unit (owned by parent MYP) is a full service Distribution and Licensing and Merchandising Rights Management Company dedicated to children's and family programming.

One of the most prolific independent animation studios working today, MYP represents the mind-meld of partners Mike Young, creator of the British Academy award-winning series *SuperTed*; Liz Young, supervising producer of Scholastic Entertainment's Emmy-nominated *Clifford the Big Red Dog*, and its spin-off, *Puppy Days*, both on PBS KIDS; and two-time Emmy Award-winning Bill Schultz, producer of *The Simpsons* and executive producer of the highly anticipated *ToddWorld* for Discovery Kids and *Pet Alien* for Cartoon Network Europe. With more than 12 years experience in the industry, MYP has a long and successful track record of creating quality animated series that touch, teach and delight their audiences. Other recent credits include the critically acclaimed PBS KIDS' series, *Jakers! The Adventures of Piggley Winks*; Cartoon Network's *He-Man and the Masters of the Universe*; and Nickelodeon's *Butt-Ugly Martians*.

ABOUT FUNNYAZHELL ANIMATION

Founding Directors Glenn Kirkpatrick and Stuart Cunningham began operations at Funnyazhell in early 2004 to collaborate with MYP/Taffy Animation on the children's series *ToddWorld*, a colourful 52 x 11-minute Flash series based on the beloved characters created by Todd Parr, one of North America's best selling children's authors. Director Glenn Kirkpatrick began his career more than 20 years ago at Hanna Barbera when it was still operating in Sydney, and since has spent time at Disney in Sydney and working in LA and Southeast Asia. Cunningham is another Disney graduate, and a founder of Sydney's FudgePuppy which flashed across the Australian animation scene in the late 1990s, pioneering various New Media projects.

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